



part one of a two-part series

BRENDAN KEYES

PROFESSIONAL SOCCER PLAYER/COACH/ TRAINER HOSTS BRENDAN KEYES SOCCER ACADEMY SUMMER CAMP IN ALVIN JULY 27-JULY 31

ducting the summer camps for 16 years, has brought in a legendary figure in the soccer world to work with the young players -- Noel Mulhall, the former head coach of the Irish Women's National Soccer team, and London resident Gerry Campbell, who has over 25 years experience as a soccer coach.

"I try to provide a top level of soccer education in a team environment," he points out.

Soccer, Brendan notes, is the most played sport for American youths up to the age of 14. "It's actually ahead of the three major sports -- football, baseball and basketball. What happens is when they get over 14, some of the junior high schools don't have a soccer program. And we're trying to change that."

He definitely has the credentials to excel in the world of soccer. In addition to his background as a professional soccer player, he holds national badges as an FAI National Coach and as an USSF National Coach.

"Not many coaches in Texas hold two national badges."

Brendan also served as an ODP (Olympic Development Program) coach for 12 years.

Soccer, he states, "is my life. It's all I've ever done. When I was playing professional soccer, I *knew* I wanted to coach."

www.brendankeyes.com

"I'm passionate about the game of soccer," says Dublin native Brendan Keyes, a professional soccer player who has played all over the world, including Ireland, England, Denmark and Houston (Houston Hurricane).

"I played from the youth ranks (he started when he was 3) to the professional ranks. I'm dedicated to training the next generation of soccer stars," says Brendan, who is the director of training for the the Alvin Soccer Club.

He is also reaching out and guiding young soccer players through his summer camp at Resoft Park in Alvin, which covers technique, fitness, psychology and tactics.

Brendan, who has been con-

For more information contact: Brendan Keyes (832) 748-1001



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Brendan Keyes, Former Houston Hurricane

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BRENDAN KEYES

FORMER HOUSTON HURRICANE HOSTS BRENDAN KEYES SOCCER ACADEMY SUMMER CAMP AT RESOFT PARK IN ALVIN JULY 27-JULY 31



After all these years as a player and a coach, Brendan Keyes still can't get enough soccer. The Irish native, who resides in Friendswood, probably couldn't give up the sport even if he wanted to call it quits. He's no longer getting his kicks on the professional circuit, but Keyes is staying active. In addition to playing for the Houston Celtic, Keyes is also the director and head coach for Soccer Development, the director of training for Alvin Soccer Club and volunteers his time to US Youth Soccer TOPSoccer (The Outreach Program for Soccer), a community-based training and team placement program for young athletes with disabilities. Keyes had quite a successful run as a professional.

He built his reputation with impressive showings with two of Ireland's best teams (Home Farm, Stella Marris). Keyes came to Houston in 1986, playing for the Dynamo, the Force and the Hurricane. As a player, Keyes had a reputation for being a major scoring threat. One season, he kicked in 32 goals. In addition, Keyes played a big role in promoting Sport Aid '86, an event highlighted by the presence of soccer great Pele. Whenever Keyes hit the field, his intensity and focus left no doubt he came ready to play. He still has the same fire playing for the Celtic. However, it's also evident in his coaching as he strives to make younger players

reach their potential. He feeds them a steady diet of fundamentals, while also stressing the importance of the mental game. He has year-round training and is planning camps the rest of the summer. He also plans to have camps during the holiday season. Seeing students develop into quality players is just as thrilling to him as kicking in a game-winning goal.

Keyes started his Soccer Development program several years ago, before taking a two-year break to develop his coaching skills in England with mentor Noel Mulhall. "I had him here a few years ago and he was great," Keyes said. If the success from his previous stint with Soccer Development is any indication of what's in store, Keyes should enjoy a nice run. Six of his teams won state championships. In fact, he got an additional upon returning to Houston recently when learning several of his former students helped Friendswood's girls to the Class 4A State Championship.

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BRENDAN KEYES -- CONTINUED

Of course, Keyes still finds time to play soccer as a member of the Celtic, an amateur team. So far, the team is doing quite well. They recently won the Cinco De Mayo Tournament by not allowing a goal the entire time. It may not be the professional ranks, but for Keyes it's still exiting. After all, soccer is his bread and butter. When asked about other high points in his career, Keyes said "meeting Pele and scoring both goals in a 2-1 victory in front of the greatest player to ever play the game, and as a trainer winning my first state championship with the Alvin Broncos with a man I have a lot of respect for, Paul Rhoads." Keyes adds "we have a lot of great trainers in Houston and two in particular, Richie Pardo, who I have worked with in the past, and Mohson Sufi I respect. They are very good trainers and love the game." Keyes holds the USSF national Badge and FAI.A Badge. He has coached from youth to professional ranks.

